Rep Order# 9800222 EĈ'd No

Ver#

Status New

Traffic Order#

08/22/2012 9:18 AM 08/21/2012 4:45 PM

Last Received: Showing Buylines: All Lines

Printed:

WKRC-TV CINCINNATI, OH Station

) POLITICAL ISSUE GROU Advertiser CROSSROADS GPS Product

Estimate# 1270

ANNE BRAUNSCHEIDEL Buyer

Phone# Fax#

Agency (600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286

Agency C/P1/P2/E //1270

08/23/2012 - 08/29/2012 Flight Dates

Hiatus Weeks

Rep Firm

) WASHINGTON Sales Office (

) ALEXANDRA BRADLEY Salesperson (

1 of 3

202-955-5342 Salesperson Phone# Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

) MENTZER MEDIA SERVICES

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	TH-F	3P-4P	DEAL	Pa	:30	s600.00	08/23-08/24	2	1	2	\$1,200.00	
	2	TH-F	430P-5P	NEWS	P4	:30	s1,500.00	08/23-08/24	2	1	2	\$3,000.00	
	3	TH-F	5P-530P	NEWS	P1	:30	s1,600.00	08/23-08/24	2	1	2	\$3,200.00	
	4	TH-F	6P-630P	NEWS	R	:30	s1,800.00	08/23-08/24	2	1	2	\$3,600.00	
	5	TH-F	7P-730P	NEWS	P2	:30	\$1,400.00	08/23-08/24	2	1	2	\$2,800.00	
	6	TH-F	730P-8P	ET	PZ	:30	s1,400.00	08/23-08/24	2	1	2	\$2,800.00	
	7	TH-F	1135P- 1235A	LETTERMAN	Pa.	:30	s750.00	08/23-08/24	2	1	2	\$1,500.00	
	8	TH-SU	11P-1135	P NEWS	P2	:30	s1,900.00	08/23-08/26	4	1	4	\$7,600.00	
	9	тн	10P-11P	MENTALIST	Pa	:30	s5,000.00	08/23-08/23	2	1	2	\$10,000.00	
	10	SU	1030A-11	A FACE NATION	PI	:30	s1,100.00	08/26-08/26	1	1	1	\$1,100.00	
	11	su	630P-7P	NEWS	63	:30	s850.00	08/26-08/26	1	1	1	\$850.00	

2 of 3 08/22/2012 9:19 AM Traffic Order# Printed: Rep Order# EC'd No 9800222 Status New Ver# 1 08/21/2012 4:45 PM Last Received: Showing Buylines: All Lines Rep Firm) MENTZER MEDIA SERVICES Station WKRC-TV CINCINNATI, OH Agency (VACHINGTON

Advertiser Product		r (CROSSROADS GPS			600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286 Agency C/P1/P2/E //1270				Sales Office Salesperson	,	WASHINGT ALEXAND			
	Estimate# Buyer Phone#		1270 ANNE BRAUNSCHEIDEL			Agency C/P1/P2/I Flight Dates Hiatus Weeks	08/23/2012 - 08/29/2012			Salesperson Phone# Salesperson FAX#		202-955-5342 202-955-5348			
Fax LT	Fax# LT Ln	ì	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	12	2	SU	7P-8P	60 MIN	P2	:30	s4,000.00	08/26-08/26	2	1	2	\$8,000.00		
	13	3	SU	10P-11P	MENTALIST	82	;30	s3,200.00	08/26-08/26	2	1	2	\$6,400.00		
	14	4	M-VI	3P-4P	DEAL	P2	:30	s600.00	08/27-08/29	3	1	3	\$1,800.00		
	15	5	M-W	430P-5P	NEWS	P1	:30	s1,500.00	08/27-08/29	3	1	3	\$4,500.00		
	1	6	M-M	5P-530P	NEWS	PI	:30	s1,600.00	08/27-08/29	3	1	3	\$4,800.00		
	1	7	M-VI	6P-630P	NEWS	PZ	:30	s1,800.00	08/27-08/29	3	1	3	\$5,400.0C		
	1	8	M-W	7P-730P	INSIDE	Pa	:30	s1,400.00	08/27-08/29	3	1	3	\$4,200.00		
	1	9	M-W	730P-8P	ET	Pa	:30	s1,400.00	08/27-08/29	3	1	3	\$4,200.00		
	2	0	M-W	1135P- 1235A	LETTERMAN	Pa	:30	s750.00	08/27-08/29	5	1	5	\$3,750.00		
	2	:1	M-W	11P-1135	P NEWS	Pa	:30	s1,900.00	08/27-08/29	3	1	3	\$5,700.00		
	2	22	TU	10P-11P	MENTALIST	Pa	:30	s3,500.00	08/28-08/28	2	1	2	\$7,000.00		
	2	23	W	9P-10P	CRIM MINDS	Pa	:30	s5,500.00	08/29-08/29	1	1	1	\$5,500.00		
	2	24	M	10P-11P	CSI	Pa	:30	s5,000.00	08/29-08/29	1	1	1	\$5,000.00		

3 of 3 08/22/2012 9:19 AM Printed: Traffic Order# Status New 9800222 Ver# Rep Order# Last Received: 08/21/2012 4:45 PM EC'd No

Showing Buylines: All Lines

) MENTZER MEDIA SERVICES Rep Firm Agency (Station WKRC-TV CINCINNATI, OH

) WASHINGTON 600 FAIRMOUNT AVE, SUITE 306 Sales Office (Advertiser () POLITICAL ISSUE GROU) ALEXANDRA BRADLEY Salesperson (

TOWSON, MD 21286 CROSSROADS GPS Product Agency C/P1/P2/E //1270

Estimate# 1270 202-955-5342 Salesperson Phone# Flight Dates 08/23/2012 - 08/29/2012 ANNE BRAUNSCHEIDEL Buyer 202-955-5348 Salesperson FAX# Hiatus Weeks

Phone#

Fax#

--- SALES MONTHLY TOTALS---

30 / \$51,850.00 Sep 12: 26 / \$52,050.00 Aug 12:

Sales Totals: 56 / \$103,900.00 Station Totals: 56 / \$103,900.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

29% WCPO WBQC 0 € 0% UNKN 0 % CABL 0% EKRC \$232,907 Market Totals

7 % 0% WXIX 17% WSTR WKRC 44% WLWT

null Books RA35+ Demos

Spot Manager: All, 08/23/12-08/29/12



Spot# AE Order Product Descripti Estimate # Priority Rate Ad-ID Inv. Code (Booked) Time Period Weekday Air Time Length Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 1 CROSSROADS GPS 1270 P-2 1 MWASH 3:00 PM-4:00 PM \$600.00 Let's Make a Deal Thursday3:58:32 PM :30 08/23/12 1270 P-2 2 MWASH **CROSSROADS GPS** :30 \$600.00 Let's Make a Deal 3:00 PM-4:00 PM 08/24/12 Friday 2 \$1,200.00 Line: 2 P-1 1 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 08/23/12 Thursday1:35:16 PM :30 \$1,500.00 1270 P-1 2 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS \$1,500.00 08/24/12 Friday :30 2 \$3,000.00 Line: 3 P-1 2 MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 \$1,600.00 08/23/12 Thursday5:04:48 PM :30 P-1 1 MWASH 1270 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 08/24/12 :30 \$1,600.00 Friday 2 \$3,200.00 Line: 4 1270 P-2 1 MWASH CROSSROADS GPS 6p Local 12 News at Six 6:00 PM-6:30 PM :30 \$1,800.00 08/23/12 Thursday3:05:34 PM P-2 2 MWASH CROSSROADS GPS 1270 6p Local 12 News at Six 6:00 PM-6:30 PM \$1,800.00 Friday :30 08/24/12 2 \$3,600.00 Line: 5 P-2 **CROSSROADS GPS** 1270 2 MWASH Thursday':10:57 PM :30 \$1,400.00 M-F 7p-730p 7:00 PM-7:30 PM 08/23/12 P-2 1 MWASH 1270 **CROSSROADS GPS** M-F 7p-730p 7:00 PM-7:30 PM 08/24/12 Friday :30 \$1,400.00 \$2,800.00 Line: 6 P-2 1 MWASH 7:30 PM-8:00 PM **CROSSROADS GPS** 1270 Thursday7:35:15 PM \$1,400.00 M-F 730p-8p :30 08/23/12 P-2 CROSSROADS GPS 1270 2 MWASH 7:30 PM-8:00 PM :30 \$1,400.00 M-F 730p-8p 08/24/12 Friday 2 \$2,800.00 Line: 7 1270 P-2 1 MWASH 11:35 PM-12:35 XM CROSSROADS GPS :30 \$750.00 Letterman 08/24/12 Friday 1270 P-2 2 MWASH **CROSSROADS GPS** Letterman 11:35 PM-12:35 XM :30 \$750.00 08/24/12 Friday2:23:30 XM 2 \$1,500.00 Line: 8 P-2 1 MWASH 11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS 1270 :30 \$1,900.00 08/23/12 Thursday1:34:15 PM P-2 4 MWASH 1270 \$1,900.00 11p M-Su Local 12 New 11:00 PM-11:35 PM **CROSSROADS GPS** 08/24/12 :30 Friday 1270 P-2 2 MWASH CROSSROADS GPS :30 \$1,900.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 08/25/12 Saturday 3 MWASH 1270 P-2 **CROSSROADS GPS** :30 \$1,900.00 11p M-Su Local 12 New 11:00 PM-11:35 PM 08/26/12 Sunday \$7,600.00 Line: 9 CROSSROADS GPS 1270 P-2 2 MWASH 10:00 PM-11:00 PM \$5,000.00 Thu Reg 3 Thursday):28:15 PM :30 P-2 1270 1 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** \$5,000.00 Thu Reg 3 Thursday):43:30 PM :30 08/23/12 2 \$10,000.00 Line: 10

WIDE DRBIT

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # | Priority | Spot # | AE Rate Ad-ID Inv. Code (Booked) Time Period Weekday | Air Time Length Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 10 1 MWASH 1270 P-1 CROSSROADS GPS 10:30 AM-11:00 AM Face the Nation :30 \$1,100.00 08/26/12 Sunday 1 \$1,100.00 Line: 11 P-2 1 MWASH 1270 **CROSSROADS GPS** 630p Local 12 News Su 6:30 PM-7:00 PM \$850.00 :30 Sunday 08/26/12 1 \$850.00 Line: 12 P-2 1 MWASH 1270 **CROSSROADS GPS** 7:00 PM-8:00 PM Sun Reg 1 :30 \$4,000.00 08/26/12 Sunday P-2 2 MWASH **CROSSROADS GPS** 1270 7:00 PM-8:00 PM Sun Reg 1 \$4,000.00 08/26/12 Sunday :30 2 \$8,000.00 Line: 13 P-2 2 MWASH 1270 10:00 PM-11:00 PM CROSSROADS GPS \$3,200.00 Sun Req 4 :30 08/26/12 Sunday P-2 1 MWASH CROSSROADS GPS 1270 10:00 PM-11:00 PM :30 \$3,200.00 Sun Reg 4 08/26/12 Sunday 2 \$6,400.00 Line: 14 P-2 1 MWASH CROSSROADS GPS 1270 3:00 PM-4:00 PM :30 \$600.00 Let's Make a Deal 08/27/12 Monday P-2 2 MWASH 1270 CROSSROADS GPS 3:00 PM-4:00 PM Let's Make a Deal :30 \$600.00 08/28/12 Tuesday 3 MWASH P-2 CROSSROADS GPS 1270 Let's Make a Deal 3:00 PM-4:00 PM :30 \$600.00 08/29/12Wednesday 3 \$1,800.00 Line: 15 1 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 \$1,500.00 Monday :30 08/27/12 P-1 2 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 :30 \$1,500.00 08/28/12 Tuesday P-1 3 MWASH 4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 \$1,500.00 08/29/12Wednesday 3 \$4,500.00 Line: 16 P-1 2 MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 \$1,600.00 :30 08/27/12 Monday 3 MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 :30 \$1,600.00 Tuesday 08/28/12 P-1 1 MWASH 5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 08/29/12Wednesday :30 \$1,600.00 3 \$4,800.00 Line: 17 2 MWASH P-2 1270 6p Local 12 News at Six6:00 PM-6:30 PM CROSSROADS GPS \$1,800.00 :30 08/27/12 Monday 1 MWASH 1270 P-2 CROSSROADS GPS 6p Local 12 News at Six 6:00 PM-6:30 PM :30 \$1,800.00 08/28/12 Tuesday 3 MWASH P-2 1270 **CROSSROADS GPS** 6p Local 12 News at Six6:00 PM-6:30 PM :30 \$1,800.00 08/29/12Wednesday \$5,400.00 Line: 18 P-2 3 MWASH 1270 **CROSSROADS GPS** 7:00 PM-7:30 PM M-F 7p-730p 08/27/12 :30 \$1,400.00 Monday 1270 P-2 1 MWASH **CROSSROADS GPS** 7:00 PM-7:30 PM M-F 7p-730p \$1,400.00 08/28/12 Tuesday :30 2 MWASH P-2 1270 7:00 PM-7:30 PM **CROSSROADS GPS** M-F 7p-730p \$1,400.00 :30 08/29/12Wednesday 3 \$4,200.00

WIDE CRBIT

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Spot Manager: All, 08/23/12-08/29/12



Spot Manager: All, 08/23) Z=UO	123112						
Date Weekday Air Tim	e Length	Rate Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descrip	ti Estimate	# Priority	Spot# AE
dvertiser: Crossroads Grass Root Political	1							
Agency: Mentzer Media Services								
Station: WKRC-TV								
Order: 50965								
Line: 19								
08/27/12 Monday	:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2 MWASI
08/28/12 Tuesday	:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1 MWASI
08/29/12Wednesday	:30	\$1,400.00	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	3 MWAS
		\$4,200.00						3
Line: 20	V							
08/27/12 Monday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	4 MWAS
08/27/12 Monday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1 MWAS
08/28/12 Tuesday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2 MWAS
08/29/12Wednesday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	3 MWAS
08/29/12Wednesday	:30	\$750.00	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	5 MWAS
		\$3,750.00					L	5
Line: 21								0.8.0.4.4.0
08/27/12 Monday	:30	\$1,900.00	11p M-F Local 12 Ne	ws 11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2 MWAS
08/28/12 Tuesday	:30	\$1,900.00	11p M-F Local 12 Ne	ws 11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1 MWAS
08/29/12Wednesday	:30	\$1,900.00	11p M-F Local 12 Ne	ws 11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3 MWAS 3
		\$5,700.00					l	3
Line: 22								4.80040.0
08/28/12 Tuesday	:30	\$3,500.00	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1 MWAS
08/28/12 Tuesday	:30	\$3,500.00	Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2 MWAS
		\$7,000.00						2
Line: 23								
08/29/12Wednesday	:30	\$5,500.00	Wed Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1270	P-2	1 MWAS
		\$5,500.00						1
Line: 24								
08/29/12Wednesday	:30	\$5,000.00	Wed Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1 MWAS
00/2011211001100		\$5,000.00						1
		\$103,900.00						56
	L.	\$103,900.00						56
300	L-							56
	L	\$103,900.00						56
	L.	\$103,900.00						56
		\$103,900.00						<u> </u>

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